

Juneau County Growing in Health and Wellness Strategic Plan 2014

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Introduction

It is with great excitement and enthusiasm that Juneau County Growing in Health and Wellness releases its Strategic Plan to improve health in Juneau County.

Historically, Juneau County has been ranked as one of the unhealthiest counties in Wisconsin's Health Rankings, in part, because of poor health choices. We hope to improve that trend!

To help citizens begin to make better personal health choices, collaboration and support is the key. A common mission, vision and goals will support partners and communities in their actions to create a healthier Juneau County.

This plan acts as a map by outlining Juneau County Growing in Health and Wellness's direction for the future and paves the way for a healthier Juneau County.



Our Mission

Our mission is to engage communities by educating, planning, and providing resources to improve and promote the wellness of our residents.

Our Vision

Juneau County Growing in Health and Wellness will be a clearinghouse for the coordination and promotion of impactful wellness options for Juneau County residents and visitors.

We will accomplish this by:

- Operating a website that will be a county-wide source for information and resource sharing
- Recruiting representatives from all county school districts and additional partner agencies
- Hosting and leveraging wellness events, activities and programs
- Collecting data and evaluating our efforts
- Engaging the media in wellness promotion
- Advocating for wellness incentives, including insurance benefits and employee wellness programs

Our Values

Community & Family

Wellness*

Education

*We define wellness as: An active process of becoming aware of and making positive choices to balance physical, emotional and social health to achieve a fulfilling life

Our Goals and Strategies

Goal 1: Advocate and Promote Wellness and Fitness Opportunities

Strategies

1.1 - By January 1, 2015, Christa will update the website

Action step(s)- Ruth will be trained in web management system

1.2 - By January 1, 2015, coalition members will lead development of a media plan/strategy that will include social (Twitter, Facebook, text, and others) and traditional (Newspaper, radio, TV, others) media.

1.3 - By January 1, 2015, coalition members will promote the work of the coalition to all communities in Juneau County via schools, community organizations, and other stakeholders.

Goal 2: Utilize Existing Wellness and Fitness Resources

Strategies

2.1 - Ongoing, coalition members will identify, compile and add to a list of existing resources and contact information for the individuals and organizations responsible.

Action step(s)- List will be categorized by type of resource

2.2 - By September 1, 2014, the coalition will compile a core list of resources and share that list with county communities. (crosswalk with strategy 1.3)



Goal 3: Secure Funding for Programming and Sustainability

Strategies

3.1 - By June 1, 2014, Christa will report to the coalition on grant funding opportunities

3.2 - Ongoing, coalition members will search for additional funding opportunities

Goal 4: Use Community “In-reach” to Develop Partnerships

Strategies

4.1 - By September 1, 2014, coalition members will have identified and invited new community partners and potential partners to join the coalition.

4.2 - By September 1, 2014, the coalition will host a kick-off event

4.3 - By January 1, 2015, the coalition will inform and train volunteers, new coalition members and stakeholders.



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